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09/024278

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#20

(12) **United States Patent**
Herz et al.

(10) **Patent No.: US 6,571,279 B1**
(45) **Date of Patent: May 27, 2003**

(54) **LOCATION ENHANCED INFORMATION DELIVERY SYSTEM**

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(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: **09/314,321**

(22) Filed: **May 19, 1999**

Related U.S. Application Data

(63) Continuation-in-part of application No. **09/024,278**, filed on **Feb. 17, 1998**, and a continuation-in-part of application No. **08/985,731**, filed on Dec. 5, 1997, now Pat. No. **6,029,195**.

(51) Int. Cl.⁷ **G06F 15/16**

(52) U.S. Cl. **709/217; 709/219; 709/203; 707/10**

(58) Field of Search **709/246, 203, 709/201, 217, 224, 226, 229, 202, 219, 225; 707/10**

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(57) **ABSTRACT**

The Location Enhanced Information Deliver System Architecture (LEIA) customizes the information that is displayed to an information recipient based on optimizing a match between information purveyors, such as advertisers, and the information recipients who are local to an information delivery system. The present location enhanced information delivery system presents the information most suited to the real current audience, as measured by location information systems, rather than to a static predicted audience. While the preferred embodiment discloses a beaconing-style wireless technology, the system concept is easily extensible both to other location-information systems, such as license-plate scanning with cameras, and to utilizing the location-information for private displays of information in addition to public displays of information.

96 Claims, 2 Drawing Sheets

